



Information about origin and sustainability lead to increased sales for Swedish fresh fish.
Can traceability supply better information to consumers than labeling?

Traceability of ecolabelled seafood
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Project objective and funding

- Industrial pilot study of food chain traceability
- Traceability systems are based on RFID, Electronic Product Code (EPC) and Electronic Product Code Information Service (EPCIS)



- Partly funded by the SAFEFOODERA (<http://www.safefoodera.net/>) through the Nordic Innovation Centre (<http://www.nordicinnovation.net>)



Project consortium



tracetracker[®]



roi4u

Observers:
Swedish Board of Fisheries
Lund University

http://svn.tt.tracetracker.com/ttdoc/PM/testdata/epcis/schema/EPCglobal-epcis-1_0.xsd"

xmlns:tc="http://www.tracefood.org/schema/epcis"

xmlns:ttrd="http://www.tracetracker.com/trd"

xmlns:epcis="urn:epcglobal:epcis:xsd:1"

xmlns:gtnet="http://www.globaltraceability.net/schema/epcis"

xmlns:ttdata="http://www.tracetracker.com/data"

xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

<EPCISBody trdRef="TRD-epcis-ettrace-swefish">

<EventList>

<ObjectEvent>

<eventTime>2010-04-19T12:34:00+02:00</eventTime>

<eventTimeZoneOffset>+02:00</eventTimeZoneOffset>

<gtnet:entityClass>Batch</gtnet:entityClass>

<gtnet:trdType>catch</gtnet:trdType>

<epcList>

<epc>SWE1175536</epc>

</epcList>

<action>OBSERVE</action>

<gtnet:itemRef>TRD-epcis-ettrace-swefish-batch-catch</gtnet:itemRef>

EPCIS

Filleting of fish - urn:gtnet:id:batch:ettrace-icefish.filleting.20101002-A [Hide]

Detail	Value	Reports
Id	urn:gtnet:id:batch:ettrace-icefish.filleting.20101002-A	Table of dependencies
Type	Filleting of fish	Suppliers and customers
Description	Filleting of fish	Entity property log
Class	Basic	Upstream Tills
ItemRef	urn:gtnet:id:batch:ettrace-icefish.filleting.*	Stations log for batch or tu
Timestamp	02/10/10 10:51	Tools
		Audit log
		Data Export

Properties [Hide]

Property	Value	Property	Value
batch number	20101002-A	disposition	urn:epcglobal:cbv:disposable_not_accessible
histamine report	link	start time	02/10/10 11:00
stop time	02/10/10 13:00	temperature record	-0.5

Edit

Transformations [Hide]

From	Type	Into	Time
urn:epc:id:batch:5699000023.77.146	Mix	urn:gtnet:id:batch:ettrace-icefish.filleting.20101002-A	02/10/10 12:44
urn:epc:id:batch:5699000023.77.147	Mix	urn:gtnet:id:batch:ettrace-icefish.filleting.20101002-A	02/10/10 12:44
urn:epc:id:batch:5699000023.77.145	Mix	urn:gtnet:id:batch:ettrace-icefish.filleting.20101002-A	02/10/10 12:44
urn:gtnet:id:batch:ettrace-icefish.filleting.20101002-A	Split	urn:gtnet:id:batch:ettrace-icefish.filletub.20101002-4	02/10/10 13:00
urn:gtnet:id:batch:ettrace-icefish.filleting.20101002-A	Split	urn:gtnet:id:batch:ettrace-icefish.filletub.20101002-1	02/10/10 13:00
urn:gtnet:id:batch:ettrace-icefish.filleting.20101002-A	Split	urn:gtnet:id:batch:ettrace-icefish.filletub.20101002-0	02/10/10 13:00
urn:gtnet:id:batch:ettrace-icefish.filleting.20101002-A	Split	urn:gtnet:id:batch:ettrace-icefish.filletub.20101002-3	02/10/10 13:00
urn:gtnet:id:batch:ettrace-icefish.filleting.20101002-A	Split	urn:gtnet:id:batch:ettrace-icefish.filletub.20101002-2	02/10/10 13:00

Create transformation(s) Split existing new

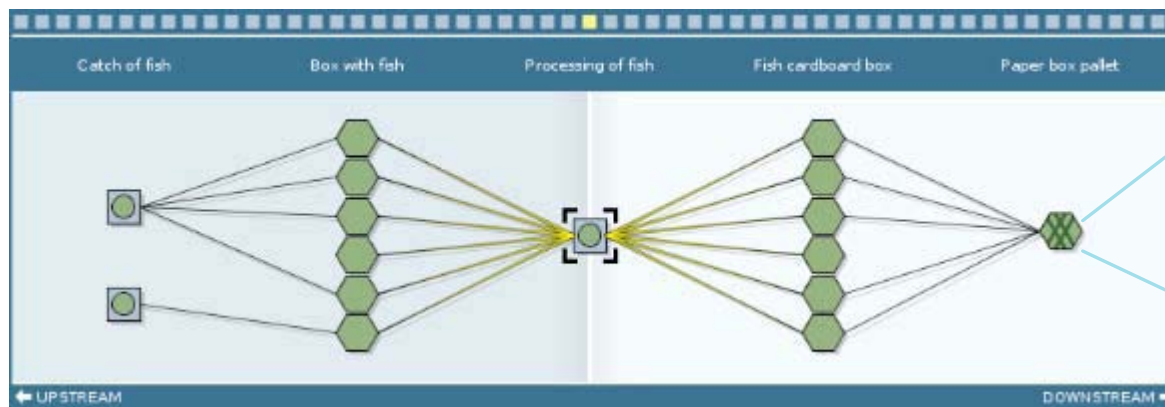
Events [Hide]

Id	Event Type	Action	Biz Step	Biz Location	EPC Class	Quantity	Event Time	Record Time
187	ObjectEvent						02/10/10 11:15	06/10/10 12:40
184	ObjectEvent						02/10/10 11:10	06/10/10 12:40
181	ObjectEvent						02/10/10 11:05	06/10/10 12:40
178	ObjectEvent						02/10/10 11:00	06/10/10 12:34
74	ObjectEvent		urn:epcglobal:cbv:bizstep:storing	urn:epc:id:batch:5699000023.02.009			02/10/10 10:51	06/10/10 12:25

...and everyone has a phone in their pocket!

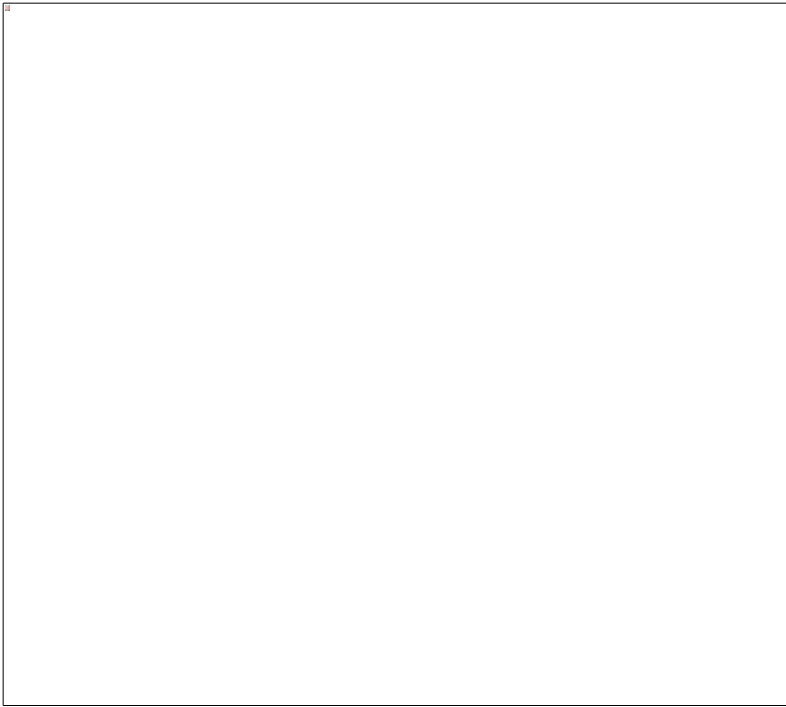
Can traceability supply better information to consumers than labeling?

- The results from eTrace indicates that if consumers are presented with relevant information, they will buy more



CO₂ footprint

- This indicates that if eco-relevant information is accessible at retailer/HORECA more sales can be obtained than by eco-labeling only



"Traceability has been a driver for increase sales", said Peter Kallstrom, the owner of Fiskelyckan, a retailer in Gothenburg. "Next to the cod, we posted a map showing where the fish was caught and processed. The map told the history that consumers have been waiting to hear, namely that the fish is local. Instead of selling just a few kilos a day, I sold more than 150 kilos over 4 days. This is a very significant increase for us."

...and everyone has a phone in their pocket!



Visability via mobile phone for consumers





Sök på fordon

☐ FordonsId ☐ EPCIS Kod

Sök

-- Välj Sökning --

- ☐ Plats
- ☐ Vagnsägare
- ☐ Partner
- ☐ Tågriktning

Sök på axlar

 Min

 Max

		Meddelande ID	Passage	Datum/Tid	Riktning	Antal Axlar
Passage	Axlar	10718	Hunstugan_NSP	2011-01-20 11:59:57	U	24
Passage	Axlar	10717	Sunderbyns_Sjukhus	2011-01-20 11:42:40	J	68
Passage	Axlar	10716	Odensberg_USP	2011-01-20 11:31:50	U	28
Passage	Axlar	10715	Odensberg_NSP	2011-01-20 11:31:02	U	24
Passage	Axlar	10714	Hunstugan_NSP	2011-01-20 11:00:38	U	28
Passage	Axlar	10713	Odensberg_NSP	2011-01-20 10:26:18	U	28
Passage	Axlar	10712	Hunstugan_NSP	2011-01-20 10:00:35	U	29
Passage	Axlar	10711	Pölsebo	2011-01-20 09:27:10	J	108
Passage	Axlar	10710	Pölsebo	2011-01-20 08:46:39	J	82
Passage	Axlar	10709	Odensberg_USP	2011-01-20 08:39:13	U	76
Passage	Axlar	10708	Hunstugan_NSP	2011-01-20 08:32:01	U	28
Passage	Axlar	10707	Odensberg_NSP	2011-01-20 08:01:27	U	28
Passage	Axlar	10706	Pölsebo	2011-01-20 07:19:16	J	110



NORSK
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Thank you!

Questions?

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